

# Thurston Howell - A Premier Yacht Rock Spectacular

DATE: Friday, August 15, 2025  
LOCATION: Charleston, South Carolina, US

## Event Description

Thurston Howell - A Premier Yacht Rock Spectacular is a premier concerts event in Charleston. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** concerts

**Importance Rank:** 32/100

**Expected Attendance:** 130 people

**Event ID:** 96LXbswGKWvjhLLVy2

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 52 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*